

## Amendments to the Claims

~~Please amend the claims as follows:~~

~~Claims 1-18 (cancelled)~~

19. (New) A computer-implemented method for a mobile network, comprising:  
displaying a link to a resource with a mobile terminal;  
automatically determining the location of the mobile terminal;  
if the link is selected, automatically employing the location of the mobile terminal  
to determine content that is related to the linked resource and also related to the location  
of the mobile terminal; and  
enabling the mobile terminal to display the related content.
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20. (New) The computer-implemented method of Claim 19, wherein automatically  
determining the location of the mobile terminal comprises automatically determining the  
location of the mobile terminal at periodic intervals.
21. (New) The computer-implemented method of Claim 19, wherein automatically  
determining the location of the mobile terminal comprises automatically determining the  
location of the mobile terminal if the link is selected.
22. (New) The computer-implemented method of Claim 19, wherein automatically  
employing the location includes:  
communicating the location of the mobile terminal to an application server; and  
searching a database in the application server for reseller information that is  
associated with the linked resource and the location of the mobile terminal, wherein the  
reseller information is the related content.

23. (New) The computer-implemented method of Claim 19, wherein automatically determining the location includes:
- determining a network address of the mobile terminal; and
- mapping the network address to a mobile identifier integrated services digital network number; and
- determining the location of the mobile terminal based at least the mobile identifier integrated services digital network number.
24. (New) The computer-implemented method of Claim 19, wherein employing the location includes:
- determining which of a plurality of resellers in a database is geographically closest to the mobile terminal, and wherein the related content comprises information on a reseller that is closest to the mobile terminal.
25. (New) The computer-implemented method of Claim 19, wherein automatically determining the location includes:
- communicating radio signals via a base station subsystem;
- measuring the radio signals; and
- calculating the location of the mobile terminal based at least on the measurements of the radio signals.
26. (New) The computer-implemented method of Claim 25, wherein measuring the radio signals includes:
- measuring a real time difference between at least two of the radio signals; and
- measuring an absolute time difference between at least two of the radio signals.
27. (New) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

generating a network assisted positioning request;  
communicating radio signals between the mobile terminal and a base station subsystem;  
measuring the radio signals generated by the mobile terminal during idle periods;  
storing the measurements of the radio signals;  
determining an arrival time of a first detectable path; and  
determining when the idle periods occur.

28. (New) A mobile terminal that is configured for operation in a mobile network, comprising:

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a transceiver that configured to communicate over a network;  
a memory including logical instructions stored therein; and  
a processor that is configured to enable actions based on executing the logical instructions, wherein the actions include:

displaying a link to a resource,  
storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically, and  
if the link is selected:  
communicating the selected link and the location of the mobile terminal to the application server.

29. (New) The mobile terminal of Claim 28, wherein the actions further include:  
receiving content related to the linked resource and the location of the mobile terminal from the application server, and  
displaying the related content with the mobile server.

30. (New) The mobile terminal of Claim 28, wherein  
the location of the mobile terminal is automatically determined by:  
communicating radio signals;

- measuring the radio signals;  
receiving the measurements of the radio signals; and  
storing the measurements.
31. (New) The mobile terminal of Claim 30, wherein:  
the transceiver is further configured to receive the measurements of the radio signals, and wherein the actions further include calculating the location of the mobile terminal based on the measurements.
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32. (New) The mobile terminal of Claim 30, wherein the actions further comprise:  
measuring the radio signals generated by the mobile terminal during idle periods;  
storing the measurements;  
determining an arrival time of a first detectable path; and  
determining when the idle periods occur.
33. (New) The mobile terminal of Claim 30, wherein the actions further comprise:  
receiving interactive betting content that enables a bet to be made from the mobile terminal; and  
if the bet is made, automatically receiving the link such that the link is related to the bet.
34. (New) An application server for a mobile network, comprising:  
a transceiver that is configured to communicate over a network;  
a memory that includes a database and logical instructions, and  
a processor that is configured to enable actions based on executing the logical instructions, wherein the actions include:  
providing a link to a resource to a mobile terminal;  
receiving an automatically determined location of the mobile terminal if the link is selected,

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searching the database to determine content that is related to the link and the automatically determined location, and  
providing the related content to the mobile terminal.

35. (New) A carrier wave signal for a mobile network, wherein the carrier wave signal enables actions, including:
- providing a link to content to a mobile terminal;  
employing the location of the mobile terminal to determine content that is related to the linked resource and also related to the location of the mobile terminal, wherein the location of the mobile terminal is automatically determined, and  
providing the related content to the mobile terminal.

36. (New) A system for a mobile network, comprising:
- an application server;  
a base station subsystem;  
a location management unit; and  
a mobile terminal that is configured to perform actions, wherein the actions include:

displaying a link to a resource,  
storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically, and  
if the link is selected:  
communicating the selected link and the location of the mobile terminal to the application server.

37. (New) The system of Claim 36, wherein  
the application server has a database;  
the application server is configured to perform actions, wherein the actions include:

searching the database for reseller information that is a matched to the location of the mobile terminal and the selected advertisement image, and providing the reseller information to the mobile terminal if the match is found; and wherein the mobile terminal is further configured for displaying the reseller information if a match is found.

38. (New) The system of Claim 36, wherein the location management unit is integrated with one of the base station subsystem and the mobile terminal.

39. (New) The system of Claim 36, wherein the base station subsystem and the mobile terminal are connected via a GSM network, and wherein the location management unit is configured to communicate with the GSM network via a GSM air interface.

40. (New) The system of Claim 36, wherein the base station subsystem is configured to perform actions, wherein the actions include:

communicating radio signals, and receiving measurements of the radio signals; and wherein the location management unit is configured to perform actions, wherein the actions include:

measuring the radio signals to provide the measurements of the radio signals, and sending the measurements to the base station subsystem.

41. (New) An apparatus for a mobile network, comprising:  
means for providing a link to a resource to a mobile terminal;  
means for automatically determining the location of the mobile terminal;

means for, if the link is selected, automatically employing the location of the mobile terminal to determine content that is related to the linked resource and also related to the location of the mobile terminal; and

means for providing the related content to the mobile terminal.

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